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PATENT  
Attorney Docket No. 50442.010200

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

**Alan D. Gould et al.**

Confirmation No. **9535**

Serial Number: **09/917,792**

Art Unit: **3622**

Filing Date: **July 31, 2001**

Examiner: **Young, John L.**

Title: **Computerized System and Method for Increasing the Effectiveness of Advertising**

**RESPONSE AND AMENDMENT UNDER 37 CFR 1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

SIR:

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS  
BEING DEPOSITED WITH THE UNITED STATES POSTAL  
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PATENTS, P.O. BOX 1450, ALEXANDRIA, VA 22315-1450.  
ON March 15, 2005  
BY Sandra Ferony  
SANDRA FERONY

In response to the non-final Office Action dated September 15, 2004, please amend the  
above-identified application as follows

**Amendments to the Claims** are reflected in the listing of claims which begins on page  
2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.

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